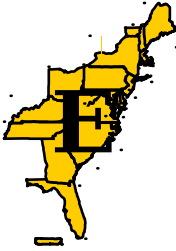


RECRUITING OPERATIONS AND SUPPORT (RO&S)



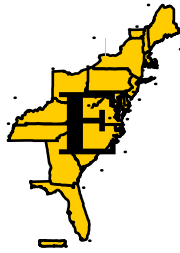
AGENDA



- **ORGANIZATIONAL STRUCTURE**
 - **Current**
- **BRANCH FUNCTIONS**
 - **Marketing**
 - **Operations**
 - **Public Affairs**



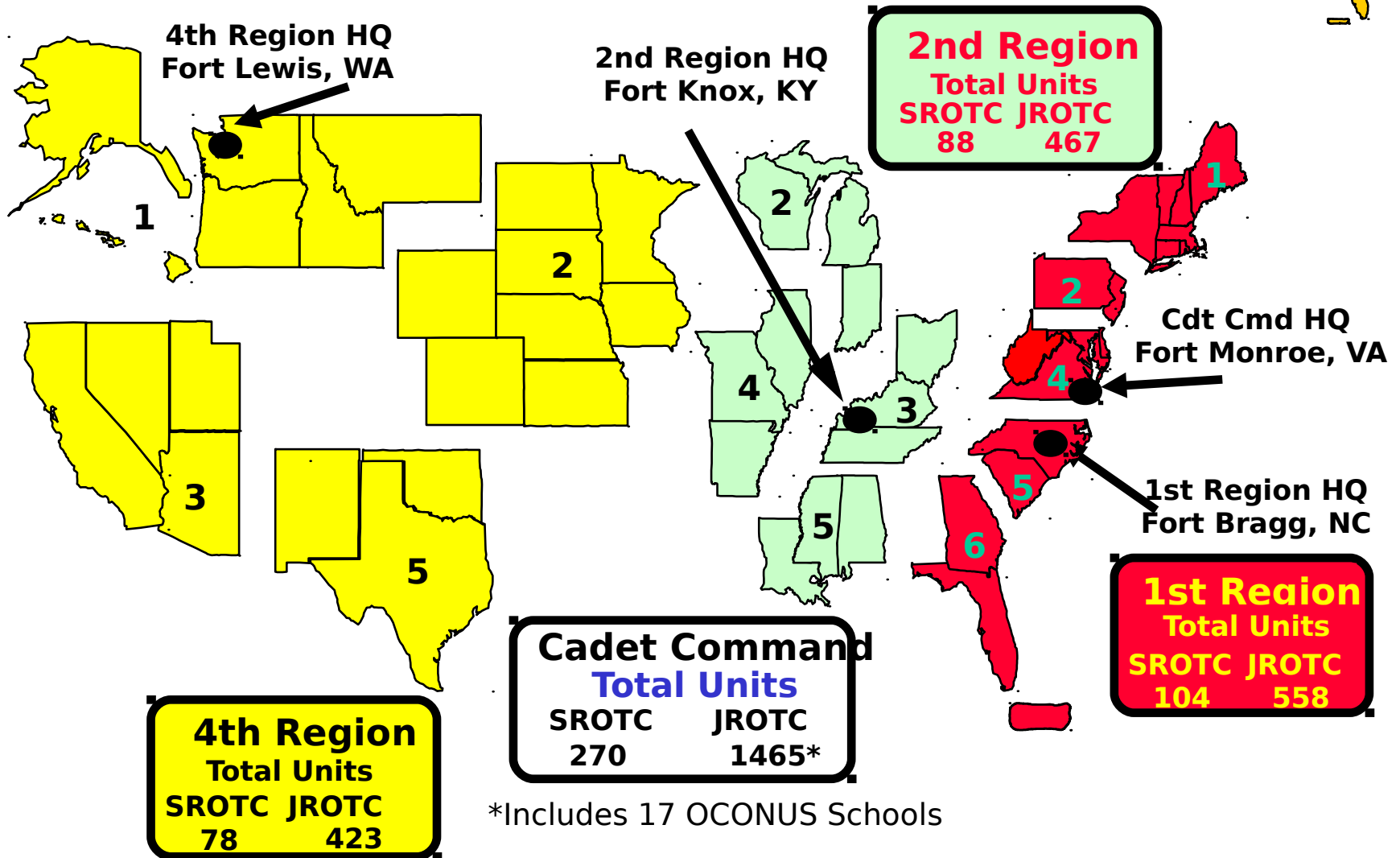
Significant Changes to Eastern Region



- **Effective date: 1 June 03**
- **Change: From 88 SROTC programs to 132 SROTC programs & from 471 JROTC programs to 734**
- **Increase of 11 personnel to Eastern Region**
 - **6 to P&A (71Ls, 75Hs, 42B & GS7)**
 - **2 to ROS (O3 and GS11)**
 - **1 to HQs (CofS; O5)**
 - **1 to G3 (Contractor)**
 - **1 to IG (O3)**
 - **1 to JROTC (GS11)**
 - **7x Green; 3x GS/Civilians and 1x Contractor**
 - **Overall Increase in Personnel in Eastern Region**
 - **325 additional Officers and Enlisted billets**
 - **81 Civilian positions**
 - **16 Reserve billets**

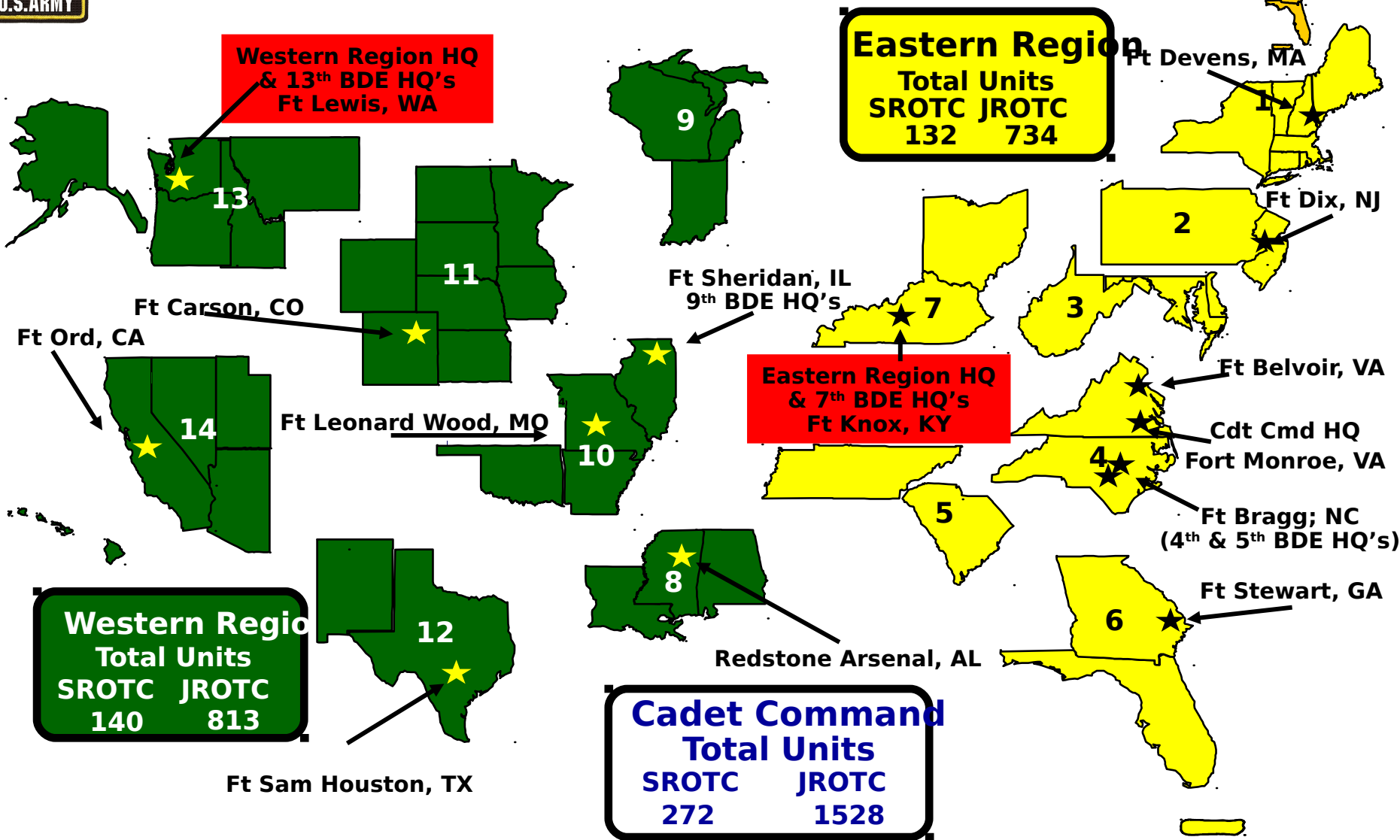


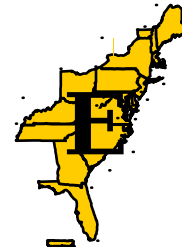
Our "Old" Organization



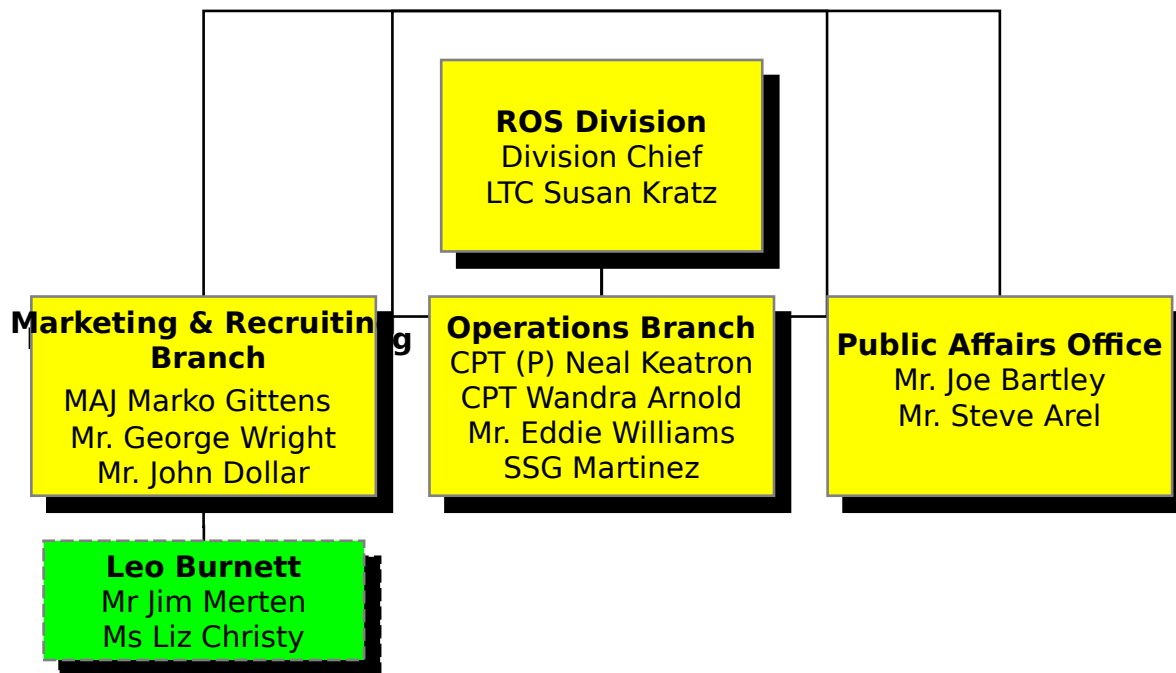


Our "New" Organization



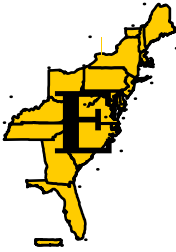


RO&S DIVISION (Current)





OPERATIONS BRANCH



OPERATIONS FUNCTIONS:

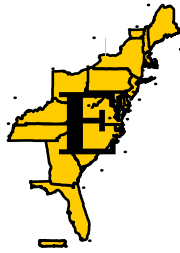
- Mission Set Management Report (MSMR)
- TDA/TAA Authorizations
- Annual Program Review (APR)
- Academic Discipline Mix (ADM)
- Mission Management Report
- Unit Visit Reports (UVR)
- Opening Enrollment Report (OER)
- HBCU & HAI Monitoring

ADDITIONAL DUTIES:

- Shaping the COHORT
- CCIMS Management
- Summer Expectations/Campus Visits



MARKETING & RECRUITING BRANCH



MARKETING FUNCTIONS:

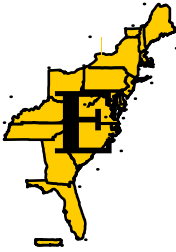
- Marketing Guidance and Analysis
- Marketing Action Plans (MAP) and Budget
- Milestone Recognition Program Items
- ROO Training and Conferences
- Recruiting Enrollment Action Plan (REAP)
- CIP and Staff Assistance Visits
- Local Purchase Management/FAD Requests
- Exception to Policy (Advertising)
- University/College Fairs

ADDITIONAL DUTIES:

- Green 2 Gold
- Educator's Visit to LTC
- Blackboard review
- Assist in Prospect Management
- HBCU/HACU
- Army Ad Account Contractor (Leo Burnett) Oversight



PUBLIC AFFAIRS BRANCH



PAO FUNCTIONS:

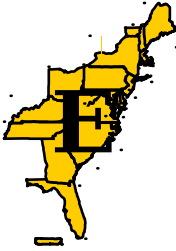
- Provide Public Affairs Support
 - Command Information
 - Public Information
 - Community Relations
- Website Management
- e-Leader Newspaper
- LTC PAO

ADDITIONAL DUTIES:

- LTC Yearbook
- Special Events Coordinator
- George C. Marshall Awards Coordinator



LEO BURNETT REPRESENTATIVES



LEO BURNETT FUNCTIONS:

- Assist in the Training of Cadre on Recruiting & Marketing Techniques
- Conduct Marketing Assistance Visits to Battalions
- Contract All Media Advertising
- Assist Marketing in Analysis and Budget

ADDITIONAL DUTIES:

- None